

21ST ANNUAL DEMOGRAPHIC WORKSHOP

GETTING READY FOR 2010

JACK H. KNOTT

Dean, USC School of Policy, Planning, and Development



Jack H. Knott, former professor of public policy and management at the University of Illinois, was named dean of the USC School of Policy, Planning, and Development and holder of the C. Erwin and Ione L. Piper Dean's Chair in August 2005.

In recognition of his sustained contributions to the field of public administration, Mr. Knott was named a fellow of the National Academy of Public Administration in 2007.

Before joining USC, Mr. Knott served on the faculty of the University of Illinois at Urbana-Champaign and Chicago from 1997 to 2005. There, he directed the university's Institute of Government and Public Affairs and held a joint appointment as professor of political science at Urbana-Champaign. Before joining the University of Illinois, Knott taught at Michigan State University and held visiting professorships at the University of Arizona and the University of Warwick in the U.K.

Mr. Knott holds a Ph.D. in political science from UC Berkeley, a Master of Arts in economics and comparative politics from the School of Advanced International Studies at Johns Hopkins University and a Bachelor of Arts in history from Calvin College in Grand Rapids, Michigan.



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HASAN IKHRATA

Executive Director, Southern California Association of Governments



Hasan Ikhata has served as the Executive Director of the Southern California Association of Governments (SCAG) since January 2008. His responsibilities include implementing the policies of an 83-member Regional Council and directing day-to-day operations of the nation's largest Metropolitan Planning Organization. Mr. Ikhata has over 25 years of public and private sector experience in Transportation Planning in the Southern California region.

Prior to joining SCAG in 1994, Mr. Ikhata worked for the Los Angeles County Metropolitan Transportation Authority (MTA) for four years. While there he developed a comprehensive Transportation Control Measure/Transportation Demand Management program for the MTA and 88 cities in the County. While at the MTA he also developed multi-modal performance measures for use in updating the MTA Long Term Capital Plan.

Mr. Ikhata worked for the South Coast Air Quality Management District (SCAQMD) for two years managing transportation and air quality related projects. He headed the evaluation of various components of Regulation XV, the nation's first mandatory employer based trip reduction program designed to reduce commute related automobile travel.

Mr. Ikhata held a Research Assistant position for six years with the University of Southern California (USC) and University of California, Los Angeles (UCLA). While there his research included work in three diverse areas: land use and transportation planning; harnessing the energy of tidal waves; and pile foundations under dynamic loads.

Mr. Ikhata also worked abroad for the USSR government, Moscow Metro Corporation, where he conducted subway ridership forecasting, engineering design and analysis of TDM programs for the Moscow Subway system.

Mr. Ikhata holds a Bachelor's and a Master's degree in Civil and Industrial Engineering from Zaporozhye University in the former Soviet Union; a Master's degree in Civil Engineering from UCLA, and a Ph.D. Candidacy in Urban Planning and Transportation from USC.



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JAMES T. CHRISTY

Regional Director, Los Angeles Regional Census Center, U.S. Census Bureau



As the Regional Director of the U.S. Census Bureau's Los Angeles region, James T. Christy manages a staff of 500 permanent employees and is responsible for all Census Bureau activities in Southern California and Hawaii.

During activities for the 2010 Census, Mr. Christy will oversee the effort of nearly 40,000 workers in 39 offices located throughout Southern California and Hawaii.

In addition to counting the population every ten years, the permanent presence of the Census Bureau in Los Angeles measures the economy through indicators like the Consumer Price Index, the monthly Unemployment Rate and Housing Starts data. It is also involved in producing key social measures for things like poverty, health and well-being, crime and education.

Mr. Christy has worked for the Census Bureau in Washington, DC, Denver, Kansas City and Phoenix. He has served on the Advisory Council for the Ralph and Goldy Lewis Center for Regional Policy Studies at UCLA and as the Chair of the Greater Los Angeles Federal Executive Board.



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FRANK VITRANO

Chief, Decennial Management Division, U.S. Census Bureau

Frank Vitrano is the Chief of the Decennial Management Division at the U.S. Census Bureau. He provides executive leadership and overall direction, planning, and coordination for the 2010 Census.

Mr. Vitrano began his career at the Census Bureau in 1984 in the Demographic Statistical Methods Division where he primarily worked on the implementation of frame development and sample selection for the Consumer Expenditure Surveys, the American Housing Surveys, and the School and Staffing Surveys. In 1998 he moved to the Planning, Research, and Evaluation Division, where he managed the Master Address File evaluation program for Census 2000. After Census 2000, Mr. Vitrano moved to the Decennial Management Division as Assistant Division Chief for Geographic and Statistical Programs. In that position, he led the research and development efforts associated with improving the coverage of housing units and persons in the 2010 Census. He also had management responsibility for the coverage measurement program and the overall evaluation program for the tests leading up to the 2010 Census.

Mr. Vitrano received his Bachelor's in Mathematics from Loyola College in Maryland in 1984 and received a Master's in Applied Statistics from George Washington University in 1988.



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MARY HEIM

Chief, Demographic Research Unit, California Department of Finance



Mary Heim was appointed Chief of the Demographic Research Unit in 2001 and has worked for the Department of Finance since 1979. Initially she worked in the city estimates program that produces the annual January 1 population estimates used to calculate the appropriation limits and to distribute state subvention funds. In 1983, Ms. Heim was first involved in the production of population projections. Since that time Ms. Heim has had primary responsibility for 12 population projection series, along with the day-to-day operations of the Unit. Ms. Heim routinely represents the Department, advises management, consults on demographic issues, develops methodologies and serves

as the State's population expert.

Ms. Heim is a member of the Population Association of America. Her publications include *Fertility of Immigrant Women in California*; *Soaring Growth—California's 1990 Census Preview*; and *Demographic Outline Health Care Needs of the 90s*. Prior to her work at the Demographic Research Unit, Ms. Heim was a labor market analyst for the Employment Development Department.

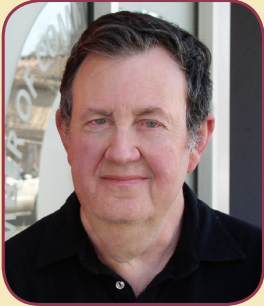


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STEVE LEVY

Director, Center for Continuing Study of the California Economy



Steve Levy is Director and Senior Economist of the Center for Continuing Study of the California Economy (CCSCE) in Palo Alto. CCSCE is a private research organization founded in 1969 to provide an independent assessment of economic and demographic trends in California.

CCSCE works with public institutions and private companies that require an explanation and analysis of California growth trends including detailed projections. Mr. Levy is the principal author of CCSCE's annual report series on the California economy. CCSCE's annual reports have acquired a national reputation for credible and independent analyses.

CCSCE's California Economic Growth—2008 Edition report was released in July 2008. Mr. Levy writes a new series, Numbers in the News—Monthly Memos on Current Topics, which can be downloaded from the CCSCE Web site.

Mr. Levy has been doing research on the impact of immigration on the California economy. CCSCE prepared a paper on immigration issues for the California Economic Strategy Panel and is currently studying the implications of immigration for California workforce policy.

For the past several years Mr. Levy has worked extensively on how the state budget and economy are related. He created the California Budget Challenge and Budget IQ Quiz in partnership with Next Ten. Mr. Levy has also worked with the Rockefeller and San Francisco Foundations to present workshops that serve as a forum for discussing the relationship between the state economy and budget.

Mr. Levy is often asked to speak before public and private groups and has a reputation for being frank and provocative.

He is a member of the NOVA (Silicon Valley) Workforce Board, and the Board of the Bay Area Economic Institute, and an advisor to the California Economic Strategy Panel.

Mr. Levy has degrees in economics from MIT and Stanford University.



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JOHN PITKIN

President, Analysis and Forecasting, Inc.



John Pitkin is a consultant and president of Analysis and Forecasting, Inc., a demographic research firm located in Cambridge, Massachusetts. He is also a Senior Research Associate at the University of Southern California. Prior to becoming a consultant, he was Research Associate at the Joint Center for Urban Studies of Harvard University and MIT, where he did research on housing demographics and population projections. Mr. Pitkin has authored numerous papers on these topics. He holds an A.B. from Columbia University and has studied at Oxford University and the University of Helsinki.

Mr. Pitkin recently co-authored a report on “U.S. Housing Trends: Generational Changes and the Outlook to 2050” to be published later this year by the National Academy of Sciences. His current research activities include new population projections by nativity, immigrant generation, and state of birth for the state of California and University of Southern California’s California Demographic Futures project.



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DOWELL MYERS

Director, Population Dynamics Research Group, USC School of Policy, Planning, and Development



Dowell Myers is Professor and Interim Director of Doctoral Programs at the USC School of Policy, Planning, and Development. He is director of the Population Dynamics Research Group – whose recent projects have been funded by the National Institute of Health, the Haynes Foundation, Fannie Mae Foundation, and the Ford Foundation—and he also is co-director of the new Center for the Study of Immigrant Integration.

Well-known as a specialist in demographic trends and their relation to all areas of policy and planning, Mr. Myers has been a long-standing advisor to the United States Census Bureau and is the author of the most widely referenced text on census analysis. In March 2007, the Russell Sage Foundation published his newest book, *Immigrants and Boomers: Forging a New Social Contract for the Future of America*, which won the ASA Award for Best Book on Immigration. In fall 2006, Mr. Myers also was recipient of the Haynes Award for Research Impact that was issued on the occasion of the Haynes Foundation's 80th anniversary.

In the past two years Mr. Myers has testified before the U.S. Congress at Ellis Island and before the Latino Caucus of the California Legislature. He also has spoken about his book before the California Business Roundtable, the Los Angeles Chamber of Commerce, community organizing groups—One LA—and the Chancellor's retreat for Provosts of all campuses in the California State University System.

His undergraduate degree in anthropology from Columbia University was followed by a Master of Planning degree from UC Berkeley. Mr. Myers holds a Ph.D. in urban planning from MIT and he also studied demography and sociology at Harvard University.



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DITAS KATAGUE

Director, Census 2010, Governor's Office of Planning and Research,
Office of Governor Arnold Schwarzenegger



Ditas Katague has more than 20 years of experience at federal, state and local government agencies. Recently she has joined the Governor's Office of Planning and Research where she serves as Director of Census 2010 – overseeing and directing the statewide outreach and coordination for the U.S. Decennial Census 2010. She builds upon her experience as Chief Operating Officer for the California Complete Count Census 2000 Campaign, where she was responsible for the day-to-day operations for the \$24.7 million grass-roots outreach campaign. Leading this successful statewide grass-roots outreach effort, she managed a team of over 50 people running all campaign aspects including outreach, marketing and communications, media relations and the general administration of contracts to counties, community based organizations and schools.

Before joining the Census 2010 effort, Ms. Katague was First Vice President, State and Local Government Affairs of Countrywide Financial where she managed and maintained legislative coverage and activities in the top tier western states (20 states), and lobbied state and local laws and regulations that impact the corporation's priority business objectives. Ms. Katague was also the Assistant Treasurer for the Countrywide PAC and managed all political contributions and reporting.

Ms. Katague received her Bachelor of Arts degree in Social Science and Practice of Art from UC Berkeley and her Master of Public Administration in Organization Development and Intergovernmental Management from the USC School of Policy, Planning, and Development.



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CHUCK PURVIS

Principal Transportation Planner/Analyst, Metropolitan Transportation Commission



Chuck Purvis is a Principal Transportation Planner/Analyst at the MTC in Oakland, California. Mr. Purvis has been with MTC since 1981.

He is responsible for travel model development, travel forecasting and transportation data analyses, including MTC household travel surveys and decennial census data. He has a Master of City and Regional Planning degree from Rutgers University (1981), and a Bachelor of Arts in Geography from California State University, Northridge (1979). Mr. Purvis is former chair of the Transportation Research Board (TRB)

Committee on Urban Transportation Data and Information Systems, and is currently chair of the TRB Section on Travel Analysis Methods.

Mr. Purvis has been actively involved in the census/transportation analysis community ever since attending the 1984 TRB census/transportation planning conference in Orlando, Florida. Mr. Purvis was co-chair/chair of the TRB Conference Steering Committees for Decennial Census and Transportation Planning, for the 1994 and 1996 conferences, and a member of the steering committee for the 2005 census/transportation conference. Mr. Purvis was also a member of the National Academy of Science, Committee on National Statistics (CNSTAT) Panel on the Functionality and Usability of Data from the American Community Survey (2004-2007). Mr. Purvis is actively involved in regional census data center activities in the Bay Area and California.



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JOSEPH MARTINEZ

Research and Policy Analyst, United Way of Greater Los Angeles



Joseph Martinez oversees the Poverty Resource Center at United Way of L.A., an online resource center designed to link information and provide data for the public regarding poverty and related issues.

The Poverty Resource Center, being originally housed at the Weingart Center Association under the name “Institute for the Study of Homelessness and Poverty,” was adopted by United Way of Greater L.A. This online resource offers a database catalogue of articles, studies and publications on poverty and related topics (the economy, income inequality, education, health care, homelessness, etc.). In addition, the Poverty Resource Center authors a number of publications and policy briefs each year on important public policy issues. They also send out a twice-monthly eNewsletter summarizing the timeliest research conducted by others on issues relating to poverty in L.A. County and around the state.

Prior to joining the United Way in 2006, Mr. Martinez was the Researcher at Weingart Center Association’s Institute for the Study of Homelessness and Poverty. He was also a public policy consultant for the Los Angeles Homeless Services Coalition. Previous to that, he was a lead member of a small research team that produced a citywide needs assessment and feasibility study regarding an early education initiative in L.A. for the office of former Los Angeles Mayor James Hahn. His current research efforts at United Way focus on poverty trends, how poverty is interconnected with other areas such as health care, housing, and education, and how best practice models of poverty alleviation in L.A. County can work. His latest publication was A Profile of L.A.’s Poor in Turbulent Times, a policy brief that looked at extreme poverty and the early impacts of the recession, which examined census data, public benefits data and foreclosure numbers in L.A. County.

Mr. Martinez is a native of Los Angeles and attended Loyola High School and UCLA, where he received both his Bachelor’s degree in History and his Master’s in Public Policy.



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MICHELLE JILES

Survey Statistician, U.S. Census Bureau



Michelle Jiles has been with the U.S. Census Bureau since 2002. She began as a Social Science Analyst in Statistical Research Division designing and pretesting questions for the Decennial Census on Race, Hispanic Origin, Ancestry, Residence, and Tenure. She then worked as a Survey Statistician in the Population Division in the Age and Special Populations Branch on Decennial Census and American Community Survey data relating to Age and Sex. Ms. Jiles then moved to the Housing and Household Economic Statistics Division. She worked on Commuting data for the American Community Survey and Migration, Residential History, and Place of Birth data for the Re-engineered Survey of Income and Program Participation. Ms. Jiles is currently one of the coordinators for the American Community Survey and acts as a liaison between subject matter analysts and the American Community Survey Office. She is responsible for coordinating the single and multi-year data products for the American Community Survey.



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DEBORAH DIEP

Director, Center for Demographic Research, California State University, Fullerton

Deborah Diep is the Director of the Center for Demographic Research (CDR) at California State University, Fullerton. She is a Southern California native with graduate degrees from California State University, Fullerton and UC Irvine in sociology and demographic and social analysis. At the CDR, Ms. Diep is involved in producing demographic and economic estimates and projections used in research and policy analysis related to social, economic, health, housing, environmental programs and issues. This includes short- and long-range program and infrastructure planning and financing.

Ms. Diep has considerable experience working with public agencies at various levels, as well as private companies. She also serves on the Buena Park Planning Commission.



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JOSEPH CARRERAS

Program Manager, Southern California Association of Governments



Joseph Carreras is a lead policy analyst, program manager and researcher for the Southern California Association of Governments (SCAG). He is a specialist in housing and strategic growth programs and is responsible for the development and implementation of the Regional Housing Needs Assessment and Housing Southern Californians initiatives. Mr. Carreras is also the project program manager of the CALOTS web based mapping and community analysis tool developed in partnership with UCLA. His program focus is to develop consensus-based solutions for analyzing housing market needs and envisioning future growth.

Mr. Carreras has over 30 years of experience in housing and community development planning, program administration and consulting. This includes professional positions with the Department of Housing and Urban Development (HUD), local government and volunteer positions. Mr. Carreras received his Bachelor's degree from Louisiana State University and attended graduate school at New York University and at UC Irvine.



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VALERIE EDWARDS

Chief Enrollment Analysis Coordinator, Master Planning and Demographics Unit,
Los Angeles Unified School District



Valerie Edwards currently serves as Chief Enrollment Analysis Coordinator for the Los Angeles Unified School District's Master Planning and Demographics Unit (LAUSD), where she is in charge of strategic planning and coordination of all demographic analysis and enrollment projections in support of LAUSD's 675,000 students and \$14 billion facilities Strategic Execution Plan. She is currently directing the automation of enrollment projection procedures for the modeling of geographic attendance boundary distribution and simulation of school choice.

Before coming to Los Angeles, Ms. Edwards was head of Strategic and Capital Planning for the Boston Public Schools (BPS). She worked with a team of internationally-known game-theory economists to re-model BPS' student assignment algorithm, which resulted in improved school choice equity and parental satisfaction. Ms. Edwards also led a Task Force to create and implement school capacity models based on BPS' educational policy specifications, thus linking school utilization performance directly to the Superintendent's educational policy goals for the first time. Ms. Edwards instituted BPS' first long-range, district-wide student enrollment forecasting process, in conjunction with introducing GIS and mapping capability into the District's planning processes.

Ms. Edwards has been a frequent participant at Population Association of America's (PAA) Annual Meetings, serving as session organizer, presenter, panelist and discussant. She is a member of PAA's School Demography and Applied Demography Interest Groups, and is also a member of the American Planning Association. She was recently invited to join the Southern California Association of Governments' (SCAG) Plans & Programs Technical Advisory Committee.

Ms. Edwards holds a Master's degree in City Planning from the Department of Urban Studies and Planning at MIT.



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MARY EHRENTAL PRICHARD

Demographic Research and Planning Analyst, Master Planning and Demographics Unit,
Los Angeles Unified School District



Mary Ehrental Prichard is a Demographic Research and Planning Analyst for the Master Planning and Demographics Unit of the Los Angeles Unified School District (LAUSD).

The main focus of her work has included the production of short - and long-range enrollment forecasts for the district's 600+ schools, the production of specialized demographic research and analysis, including the analysis of internal LAUSD and general population demographic data. She has worked extensively with spatially referenced U.S. Census data within a GIS environment.

Ms. Prichard is co-author of LAUSD's recent publication entitled "*Why is the Los Angeles Unified School District's Enrollment Declining - When the Los Angeles Area is Growing.*" <http://mo.laschools.org/fis/nc/> (click on Master Planning & Demographics then click on Analysis and Reports).

Ms. Prichard has served for a number of years in adjunct faculty positions for community colleges in the Los Angeles region as well as at California State University at Los Angeles. She served as President of the Los Angeles Geographical Society from 2002 to 2004.

Her research has been presented at the Association of American Geographers National Conferences and Population Association of America Annual conferences.

She holds Bachelor's and Master's degrees in the field of Geography from Cal State, Los Angeles.

